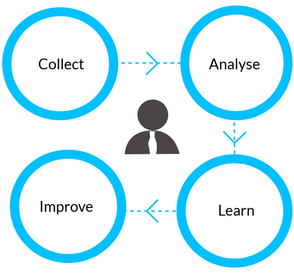
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7 Reasons Why Reviews are Important to Your Business

1. Gain Valuable Business Insight

Analyse your review data to improve your service, build trust in your brand and make more informed business decisions



2. Influence Customer Behaviour

95%
Are influenced by reading reviews to some extent

69%
Trust the recommendations of their fellow shoppers

76%
Consult star ratings when buying online

Reviews and star ratings are one of the biggest influences on a customers' buying decision

3. Generate More Sales

Displaying reviews of individual products is proven to increase online and offline sales

Products with positive reviews sell up to **200%** better that those without

Integrating reviews onto product pages boosts sales by up to **25%**

4. Increase Conversion Rates

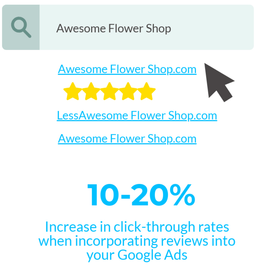
Displaying customer reviews on your website can increase your overall conversion rate by

13.5%

Tactically positioning relevant feedback beside associated call-to-action buttons helps your customers make more informed buying decisions

5. Improve your SEO

Genuine reviews can boost your ranking on search engine result pages; contribute to increasing your Google star rating and improve the click-through rate to your website



10-20%
Increase in click-through rates when incorporating reviews into your Google Ads

6. Build Brand Credibility

3 Factors that Inspire Trust in Reviews

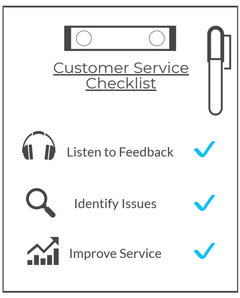
1. Balanced opinions
2. Tone of voice
3. Independent verification

76%
Are worried about fake reviews

Using an independently verified review platform that collects real reviews from real customers, establishes your business as a brand that people can trust!

7. Improve Your Customer Service

Replying promptly to feedback and being seen to proactively respond to issues shows you're committed to good customer service



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